**Unit 2 Terms**

**Sports Marketing Mix**

product items

consumer goods

business goods

point of difference

focus group

commercialization

repositioning

price

prestige pricing

odd-even pricing

target pricing

markup

cost-plus pricing

non-price competition

market share

price lining

bundle pricing

loss-leader pricing

yield-management pricing

price fixing

**Sports Market Research**

Market research

Secondary research

Primary research

Observation method

Census

Sample

Direct channel

Direct marketing

Indirect channel

**Branding and Licensing**

Brand

Brand name

Trademark

Brand equity

Manufacturer brand

Co-branding

Intermediary brand

Generic brand

Licensing

**Sports Promotion**

Event marketing

Promotional mix

Advertising

Promotional advertising

Institutional advertising

Sales promotion

Public relations

Publicity

Press release

Personal selling

**Sports Marketing Plan and Careers**

Marketing plan

Executive summary

Situation analysis

SWOT analysis

Marketing strategy

Implementation

Sport venues

Sports agencies